

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
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PATENT APPLICATION

ATTORNEY DOCKET NO. 10008156-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

RECEIVED
CENTRAL FAX CENTER

JUN 09 2006

Inventor(s): Cherry et al.

Confirmation No.: 2901

Application No.: 09/872,668

Examiner: Y. Retta

Filing Date: June 1, 2001

Group Art Unit: 3622

Title: CONTROLLED CUSTOMIZED ADVERTISING METHODS IN MEDIA

Mail Stop RCE
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

REQUEST FOR CONTINUED EXAMINATION (RCE) 37 CFR 1.114

Subsection (b) of 35 U.S.C. 132, effective on May 29, 2000, provides for continued examination of an utility or plant application filed on or after June 8, 1995.
See The American Inventors Protection Act of 1999 (AIPA).

Sir:

This is a Request for Continued Examination (RCE) under CFR 1.114 of the above-identified application.

NOTE: 37 CFR 1.114 is effective on May 20, 2000. If the above- application was filed prior to May 29, 2000, applicant may wish to consider filing a continued prosecution application (CPA) under CFR 1.53(d) (PTO/SB/29) instead of a RCE to be eligible for the patent term adjustment provisions of the AIPA. See Changes to Application Examination and Provisional Application Practice, Interim Rule, 65 Fed. Reg. 14865 (Mar. 20, 2000), 1233 off. Gaz. Pat. Office 47 (Apr. 11, 2000), which established RCE practice.

Submission under 37 CFR 1.114

() Previously submitted:

() Consider the amendment(s)/reply under 37 CFR 1.116 previously filed on _____.
(Any unentered amendment(s) referred to above will be entered).

() Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____.

() Other _____.

(X) Enclosed:

(X) Amendment/Reply

() Affidavit(s)/Declarations(s)

() Information Disclosure Statement (IDS)

() Other _____.

Miscellaneous

() Suspension of action is requested under 37 CFR 1.103(c) for a period of _____ months.

The fee for this Suspension is (37 CFR 1.17(ii)) \$130.00

() Other _____.

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**CONTINUED EXAMINATION TRANSMITTAL
(RCE) (37 CFR 1.114) (continued)**ATTORNEY DOCKET NO. 10008156-1**RECEIVED
CENTRAL FAX CENTER****JUN 09 2006**☒ RCE filing fee \$790.00☐ A Petition for Extension of Time

- | | |
|---------------------------------------|-----------|
| <input type="checkbox"/> one month | \$120.00 |
| <input type="checkbox"/> two months | \$450.00 |
| <input type="checkbox"/> three months | \$1020.00 |
| <input type="checkbox"/> four months | \$1590.00 |

Please charge to Deposit Account **08-2025** the sum of \$790.00. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account **08-2025** pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account **08-2025** under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees.

☒ A duplicate copy of this transmittal letter is enclosed.

☐ I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 22313-1450.
Date of Deposit: _____

OR

☒ I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number on (571) 273-8300 June 9, 2006

Number of pages: 14

Typed Name: Edmond A. DeFrank

Signature: 

Respectfully submitted,

Cherry et al.

By 

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg. No. 37,814

Date: June 9, 2006

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